

What is claimed is:

1. A device for driving a luminescent display panel which is adapted obtain a display image by lamination-forming on a transparent substrate a luminescent element including an electrode and a luminescing function layer and causing a light from the luminescent element to be radiated via the transparent substrate in a direction of its intersecting the surface of the substrate at a right angle with respect thereto,

comprising photo-electric conversion means that receives the light from the luminescent element which, by using as the interface the substrate surface of the transparent substrate or a substrate surface of a light guiding substrate disposed on the transparent substrate in a laminated state, is reflected within the substrate, to thereby produce an electric signal, and drive power setting means that, according to the electric signal obtained from the photo-electric conversion means, sets a luminescent drive power that is supplied to each of the respective luminescent elements.

2. The device for driving a luminescent display panel according to claim 1, wherein the photo-electric conversion means is constructed by a light-receiving element disposed at a position that opposes a side end surface of the substrate.

3. The device for driving a luminescent display panel according to claim 1, wherein the photo-electric conversion means is constructed by a light-receiving element disposed at a position that opposes a reflecting surface that is formed at an angle that is specified with respect to the substrate surface

of the substrate.

4. The device for driving a luminescent display panel according to claim 3, wherein one surface of a groove portion formed in the substrate is constructed so that it may be used as the reflecting surface.

5. The device for driving a luminescent display panel according to claim 1, wherein the photo-electric conversion means is constructed by a light-receiving element that is disposed in the way that it opposes a light-diffusing member or light-reflecting member that is located on a side end surface of the substrate or one surface thereof.

6. The device for driving a luminescent display panel according to one of claims 1 to 5, wherein the luminescent element is constructed by an organic EL element that uses an organic compound as the material of the luminescing function layer.

7. The device for driving a luminescent display panel according to claim 6, wherein the organic EL element lamination-formed on the transparent substrate is utilized as the light-receiving element.

8. The method of driving a luminescent display panel which is adapted obtain a display image by lamination-forming on a transparent substrate a luminescent element including an electrode and a luminescing function layer and causing a light from the luminescent element to be radiated via the transparent substrate in a direction of its intersecting the surface of the substrate at a right angle with respect thereto,

comprising the step of receiving the light from the

luminescent element which, by using as the interface the substrate surface of the transparent substrate or a substrate surface of a light guiding substrate disposed on the transparent substrate in a laminated state, is reflected within the substrate, to thereby produce an electric signal, and the step of executing a setting operation of setting a luminescent drive power that is supplied to each of the respective luminescent elements according to the electric signal.

9. The method of driving a luminescent display panel according to claim 8, wherein the setting operation of setting a luminescent drive power is performed by any one or any two or more of an operation of setting the magnitude of a drive current applied to the luminescent element, an operation of setting the supplying time period for supplying a drive current applied to the luminescent element, and an operation of setting the magnitude of a pre-charge voltage for performing electric pre-charge with respect to a parasitic capacitor of the luminescent element being adopted singly or adopted in combination.

10. The method of driving a luminescent display panel according to claim 8, wherein the setting operation of setting a luminescent drive power is performed at a point in time when the light-up of the luminescent display panel starts to be driven, or at a prescribed point in time during the display operation of the luminescent display panel, or through a user's operation.

11. The method of driving a luminescent display panel according to claim 9, wherein the setting operation of setting

a luminescent drive power is performed at a point in time when the light-up of the luminescent display panel starts to be driven, or at a prescribed point in time during the display operation of the luminescent display panel, or through a user's operation.

12. The method of driving a luminescent display panel according to one of claims 8 to 11, the method of driving a luminescent display panel being adapted to reproduce a full color by synthesizing the color lights from the luminescent elements corresponding to respective ones of red (R), green (G), and blue (B) colors, wherein the setting operation of setting a luminescent drive power is performed in each of the luminescent elements corresponding to respective ones of red (R), green (G), and blue (B) colors.

13. The method of driving a luminescent display panel according to one of claims 8 to 11, wherein the setting operation of setting a luminescent drive power is performed by utilizing as the parameters the photo-attenuation characteristic that is based on the positional relationship between each of the luminescent elements arrayed on the transparent substrate and a light-receiving element that produces an electric signal upon receipt of a light from the luminescent element.

14. The method of driving a luminescent display panel according to claim 12, wherein the setting operation of setting a luminescent drive power is performed by utilizing as the parameters the photo-attenuation characteristic that is based on the positional relationship between each of the luminescent elements arrayed on the transparent substrate and a

light-receiving element that produces an electric signal upon receipt of a light from the luminescent element.